

Sign The Petition For Children's Playground At Ocean Beach

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Social Editor—Treas.

THE BEACH NEWS

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Friday, November 7, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

Water and Bonds Vital Subjects Now

DISTRICT BOND ISSUE FOR CHILDREN'S PLAYGROUND HEARTILY APPROVED

At a civic mass meeting held in the Congregational building, under the auspices of the Ocean Beach Chamber of Commerce last Monday night, Nov. 3, an enthusiastic and representative audience gave instant and hearty approval of a district bond issue plan for securing the sum of \$4,000, in order to comply with the requirements for obtaining the Harmon gift of \$2,000 for a permanent playground for children in Ocean Beach.

Preceding action on the playground proposition, City Manager Rhodes gave a very clear and comprehensive explanation of the El Capitan water project to be voted upon at the forthcoming special election on Tuesday, November 18.

With the aid of large maps, Mr. Rhodes thoroughly outlined the benefits to be derived from securing the El Capitan site for a dam and reservoir, as well as the valuable prospective contingency of obtaining the San Vicente development. The city manager also briefly rehearsed the history of water legislation in San Diego and pointed out the faults and foibles of the opposition to the El Capitan proposition. His talk was given close attention and his earnest and intelligent presentation of the entire water situation was warmly applauded.

A committee from the P-T. A. consisting of Mrs. Castien, Mrs. Cunningham, Mrs. Dumont and Miss Spani was announced by President Agan and invited to seats on the platform. Tam Deering, secretary of the San Diego Community Service, was then introduced to present details of the Harmon gift for the proposed playground for children.

Great Demand For Choice Beach Lots

"DON'T WATCH MISSION BEACH GROW; GROW WITH IT!"

The words in the quoted heading form the striking phrase used by the Mission Beach Company on their sales literature from the main offices at 101 Broadway, San Diego. Special attention is called to the fact that the company has successfully disposed of all the cheaper lots in the north end of the popular peninsula and announcement is now made by the ever-energetic and very efficient sales agents, Geo. L. Barney and T. A. Rife, that lots as low as \$900 can be obtained on the easiest terms ever made on fine residential beach property. The increasing number of homes being built at Mission Beach fully attests the popularity of this most desirable resort "betwixt spray and bay," therefore, "don't watch Mission Beach grow—grow with it."

It will do your EYES good to see
CASTIEN, Rooms 16-17, Sefton
Bldg., Fifth and C. Phone 644-27.

WELL KNOWN TEACHER SUFFERS SEVERE INJURY FROM ACCIDENTAL FALL

Miss Henrietta Rose, a popular and highly respected public school teacher residing on Eighth street, near B street, San Diego, is a patient at the Mercy Hospital, suffering with a broken hip, due to an accidental fall early this week. Miss Rose is the only daughter of the late Louis J. Rose, the founder of Roseville on Point Loma and one of the most prominent business men of his time in San Diego county.

Picture Frames, Froide's, opp. P.O.*

CIVIC CLUB TO BE ORGANIZED NEXT MONDAY NIGHT

A call has been issued for a special meeting of the women residents of Ocean Beach, in the Trinity Chapel, 1955 Abbott St., next Monday night, at 7:30 p. m. when steps will be taken towards the formation of a LADIES' CIVIC CLUB. All ladies are invited.

posed playground for children. He gave a splendid exposition of the subject and his highly interesting talk was followed by a general discussion, and much enlightenment was elicited on the excellent proposition.

Copies of a petition for a district bond issue were then circulated among the audience by ye editor and Katherine, who obtained nine-tenths of the signatures of those in attendance, while duplicates of the petition have since been signed by many registered voters throughout the beach district. These petitions are still open for signatures and for the convenience of the public copies are on file with Druggist Kraft at the Ocean Beach Pharmacy, Postmaster Rankin at the Postoffice, and at "The Beach News" office, 4829 Saratoga avenue. Signatures and addresses can also be sent in as per the coupon elsewhere printed in this issue for publication when completely tabulated.

BACKED BY SCHOOL BOARD

Owing to his being confined to his home with an injured foot, Edgar F. Hastings, of the Board of Education, was unable to be present and take part in the proceedings, but sent word that both personally and officially he and the school board were fully in accord with the children's playground proposition.

Mission Beach Ideal For Radio Fans

STATIC CONDITIONS AND INTERFERENCE COMBATTED ON THE PENINSULA

The residents of Mission Beach who boast the warmest winter climate in San Diego or elsewhere in southern California, now come forward with a new climatic challenge asserting that the physical characteristics of the popular peninsula provide a "staticless" atmosphere such as cried for by all radio fans.

It is stated that technicians among the Mission Beach radio bugs are making all sorts of claims concerning what their sets are getting there that they never could get in other localities about San Diego, but for the average radio fan, their best word is that the static and interference in general is joyfully combatted by the big bodies of water to the east and west of them. The peninsula, lying between the ocean and Mission bay, is nestled down there in hiding from static conditions, and distant stations "come in" as quietly and serenely as moonlight.

PIANO LESSONS—Specialty; 3 months term, \$12. ALICE M. ALLEN, 5072 Niagara Ave., Ocean Beach.

EVOLUTION AND REVOLUTION

When Mary was born they gave her a perambulator.

Then she grew up a bit and they gave her a velocipede.

When she got a little older they gave her a pony and cart.

When she was in grammar school they gave her a bicycle.

While she was in college the folks gave her a Campbell Chevrolet.

At her wedding they presented the bridal pair with an airplane.

Now she's starting in again with a perambulator.



CALVIN COOLIDGE



CHARLES G. DAWES

ELECTION RESULT KEEPS COOLIDGE IN THE PRESIDENTIAL CHAIR

Now that the smoke of the presidential political battle has about blown over, we'll all continue to "Keep Cool" with Cal for four years more. The Republican party practically made a clean sweep in the election last Tuesday and California is to the fore as of yore.

In San Diego County the three bond issues failed to secure the necessary two-thirds vote, while the water and power amendment got an awful walloping. For the Assembly,

Byron J. Walters won easily and Mrs. Mildred L. Greene retains her position as supervisor by a handsome victory.

In the presidential balloting in the county La Follette ran a fairly good second, while Davis came out a very poor third. With only 14 out of 274 precincts missing at this writing the county vote stood: Coolidge, 22,187; La Follette, 18,692; Davis, 2,882.

And that's that! The next thing in order is the El Capitan project, to be voted on locally on November 18, and then comes the spring election, when the children's playground proposition will be put over with a whoop!

PRINCIPAL CHOSEN FOR PT. LOMA 'HI'

POPULAR INSTRUCTOR UNANIMOUSLY APPROVED BY BOARD OF EDUCATION

Recommended by the superintendent of schools as principal of the new Point Loma High School, Pete W. Ross was unanimously appointed for that exalted position at the regular meeting of the Board of Education early this week. Mr. Ross has been the very popular and efficient principal of the old Middletown and later of the Washington Grammar School for the past twenty years. He is a native of Mason, O., was graduated from the University of Michigan in the class of 1892. After serving as superintendent in several cities of Minnesota he went to Los Angeles. He had only been in the northern city a short time when he heard there was a vacancy at the old Middletown school. He applied for the position and was given the principalship.

Since coming to San Diego, Mr. Ross has taken a great interest in civic work in addition to his school duties. He was one of the organizers of the Associated Charities, and the charter of the organization is in his own hand writing. He also took an active part in the organization of the San Diego Humane Society. He is a Mason and a Knight of Pythias.

Pete Is His Name
Mr. Ross tells a good story on himself as to how much trouble he had getting persons to call him Pete instead of Peter.

"When I went to college," he said, "I was asked my name. I told the registrar 'Pete W. Ross.'"

"Why," he replied, "they give the name of Pete to a dog or a donkey."

"How do you know?" I answered, "that I am not the latter."

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

DEMISE OF R. M. COFFIN

At the residence, 3104 Freeman street, Loma Portal, Ruben M. Coffin passed away, November 5, at the age of seventy-six years and nine months. He was a native of Iowa, and was the husband of Minnie A. Coffin of Loma Portal, and father of Mrs. H. C. Smith of Emporia, Kans.

Stationery Supplies, Froide's, op. P.O.

BOARD MUST PAY SCHOOL PAVING

STREET IMPROVEMENTS IN FRONT OF SCHOOLS REFUSED BY COUNCIL

The members of the City Council have taken an emphatic stand against the payment by the city of bills for paving in front of public school property. It was declared that San Diego is the only city in the state of California that pays for such improvements, and that school boards in all other cities of the state arrange to meet all paving requirements in their annual budgets.

City Clerk Wright said that he interviewed city clerks from all over California at the state convention of the League of Municipalities and that they all said their cities were not called upon to pay paving assessments on school properties.

City Manager Rhodes was instructed to draw up a list of paving improvements in front of school property and to notify the school board to make provision for them in its next budget. It was declared that the city will not appropriate another cent from the general fund for this purpose.

THE BEAUTY SHOP
Phone Point Loma 63-W

SIR THOMAS LIPTON THIRSTS FOR FINAL TRIAL AT "BLOOMIN' MUG"

Determined to make a fifth and last try in person to win the America's cup, Sir Thomas Lipton has arrived from England for the purpose of planning preliminary negotiations for races in 1926. To reporters, he has admitted that this challenge would be his last. He is now in his seventy-fourth year. Should he fail, his four green flag might still be seen in later international contests, as Sir Thomas has provided in his will that should he not lift the cup before his death the Royal Ulster Yacht Club of Belfast, Ireland, shall keep on challenging in the hope of carrying "the bloomin' mug" back across the Atlantic.

The famous tea merchant and yachtsman who is completing his sixtieth trip to America, first arrived here in 1869, with \$30 in his pocket, but never before has he received such a welcome as he got on his recent arrival.

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

Nine Reasons Urged Against El Capitan

MAYOR BACON AND PROMINENT CITIZENS VOICE OPPOSITION

John R. Freeman, one of the most noted water engineers in the world, was against the proposed dam at El Capitan, for which the city council is asking the people of San Diego to vote \$4,500,000 on November 18, according to a statement made by Mayor John L. Bacon in the San Diego Sun of November 6.

"In a conference held in the city hall May 23, 1924, at which Engineer Freeman, the mayor and the Common Council, the City Attorney and City Manager Rhodes were present," says Mayor Bacon, "Freeman said in reply to questions:

"Even if the city had plenty of money to build at El Capitan would be a waste of \$2,500,000. If the cost of the dams at El Capitan and Mission Gorge were equal, I would still stick to the gorge."

Mayor Bacon declares it is a question of whether the voters shall accept the accurate knowledge of Engineers Freeman and Savage or the guesses of the council. He opposes the El Capitan plan on nine general grounds, namely:

1. That it is extravagantly expensive;
2. That the \$4,500,000 asked will not pay for the work proposed to be done;
3. That it will exhaust the city's present bonding margin and that the

logical development of the plan will keep that margin exhausted for years to come;

4. That it is a hastily conceived, poorly considered scheme rushed through against the recommendations of the ablest engineers obtainable;

5. That the arguments for the plan are based on inadequate runoff figures;

6. That the plea that this will be the last chance to retain the rights granted the city by Congress at El Capitan is false;

7. That it will place an unwarranted burden on the taxpayers;

8. That a rational, economical plan of development backed by the Freeman and Savage reports, providing more water, safeguarding the city's future supply and in harmony with the interests of the back country—all at about one-half the cost of the El Capitan plan, has been carefully worked out and will be submitted to the voters if this bond issue is defeated; and

9. Why mortgage our future for the most expensive development when we can get more water for practically half the money?

The mayor, the water committee of the Chamber of Commerce, the special committee of the citizens' water committee, and a large majority of the directors of the Chamber of Commerce, as well as many other prominent citizens have united to defeat the El Capitan plan November 18, and thereafter to submit to the voters the "compromise plan of water development."

O. B. LIBRARY

MARGARET RANKIN, Librarian

The O. B. Branch Library has just received a very attractive order of children's books which is as follows: Non-fiction—"Umi Son in Japan," McDonald; "Home Life Around the World," Merick; "Little White Fox and His Arctic Friends," Snell; "Boys' Heroes of Our Navy Heroes," Stevens.

Fiction—"Curly Graham, Cowpuncher," Ames; "House of the Lions," Banks; "Spaniard's Cave," Barbour; "Jibby Jones," Butler; "Red Gilbert's Flying Circus," Carter; "Captain Bayley's Hen," Henty; "Boy of the Lost Crusade," Hewes; "Catty Alkins, Bandmaster," Kelland; "Silent Five," Longstreth; "General Crook and the Fighting Apaches," Sabin; "Marjorie's Maytime," Wells; "Tony," White.

BILLY AND BETTY ENTER INTO PARTNERSHIP WITH STANLEY HALE

That popular pair of publicity experts, "Billy" and "Betty" Seymour, announce that they have entered into partnership with Stanley Hale, under the firm name of Seymour, Seymour and Hale with offices at 320-326 Spreckels building where a general ad. and publicity bureau will be conducted on modern lines. The phone number is 647-13. William W. B. Seymour and his sister, Betty Seymour, have been in the advertising business for more than two years, while Stanley Hale is a former local ad. man who has been recently devoting his time to civic work through the chamber of commerce. The staff of "The Beach News" wishes the new firm a whole lot of good luck and prosperity.

Kodak Films, FROIDE'S, opp. P.O.*

BASEBALL

LOCAL BALL CLUB LOSES FIRST GAME ON HOME GROUNDS

Last Sunday afternoon the Ocean Beach baseball club was defeated by Carl Klindt's Cubs in the first game played at the home grounds on Muir avenue and Froude street. The final score stood 5 to 2 in favor of the visitors. There were many thrilling plays by both teams.

Ocean Theatre

BIG SPECIAL FEATURES BOOKED NEXT WEEK

Manager Ray Ericsson has just returned from booking headquarters in Hollywood and Los Angeles where he secured some extra big attractions for his patrons at the Ocean theatre. A famous star is billed for tomorrow (Saturday) and on Sunday one of the best screen productions will be shown. A great special feature is booked for the next mid-week, with good comedy added always.

For title of current features and the respective names of stars consult the regular advertisement on page three, top of first column.

SOMETHING LIKE SIX THOUSAND LOTS IN OCEAN BEACH

In figuring on taxation for a district bond issue of only \$4,000 for a permanent children's playground in Ocean Beach, it is well to know that there are upwards of 6,000 lots to be listed in the pro rata assessment, making it an easy, fair and square proposition all around.

Kodak Finishing FROIDE'S op. P.O.*

PETITION FOR CHILDREN'S PLAYGROUND OCEAN BEACH, CALIF., NOVEMBER, 1924

We, the undersigned, petitioners, hereby express our earnest desire for an Ocean Beach Bond Issue to be voted upon at the regular election in March, 1925, for the purpose of obtaining \$4,000, in conformity with the requirements as outlined for securing the Harmon Fund donation of \$2,000 towards the institution of a permanent Children's Playground in the Ocean Beach School District:

Name _____ Address _____
Name _____ Address _____
Name _____ Address _____

(Sign, clip and mail petition to "The Beach News")

You Can't Go Wrong

WHEN YOU BUY
BEACH PROPERTY

AT YOUR SERVICE

Kirk Smith

LICENSED REALTY BROKER

Extra Inducements for
EXCLUSIVE LISTINGS

4829 SARATOGA AVENUE

Office of "The Beach News"

Ocean Beach, Calif.

PHONE, POINT LOMA 17

Pick and Purchase From
These Choice Listings

SUNSET CLIFFS section, four lots, one improved with cottage; will divide plot; priced below par; near car line. Big bargain for home seekers or investor. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

BUSINESS PROPERTY, including buildings; heart of commercial district, near electric car line. Best buy at the beach. If you're looking for a business snap, don't miss this. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

BEAUTIFUL BAY SITE with furnished cottage; lot 50x148 from boulevard to bay; big bargain where values are steadily increasing; only \$3,000 with special terms. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

FOUR LOTS, centrally located; house on one lot; owner will sell whole parcel or divide in pairs; priced way down; ask about this splendid offering. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

SIX LOTS, with cozy cottage, garage; chicken runs; bearing fruit trees, rich garden; wonderful chance for couple to combine business with beach home; only \$6,000; good terms. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

GOOD-PAYING BUSINESS, worth \$1000, will sacrifice for \$650; owner called east; long lease, fair rental. Bargain for quick buyer. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

FOUR LOTS—Finely situated in central addition La Jolla; 100x160; between three streets; \$1,200; splendid investment. Exclusively listed with Kirk Smith, licensed realty broker, office of "The Beach News."

TOP OF THE CREST, corner lot, billion dollar view for just an even \$1000; just suited for square artistic residence; on market for short time only. Exclusively listed with KIRK SMITH, Licensed REALTY Broker, office of "The Beach News."

INCOME PROPERTY—Three furnished cottages on two lots, 50x140; centrally located in Ocean Beach; double garage; total rentals, \$85 monthly; \$7,000, good terms. Exclusively listed for short time only with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

NEW MODERN HOUSE, 4 rooms and bath; built-in features, lot 25x100; central, near main boulevard; exceptional bargain for cash, or will exchange for lots and cash difference. Splendid investment proposition. Specially listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

FINE HOME, lot 50x140, bearing fruit trees, splendid view, \$5,000. Reasonable terms. Exclusively listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

HERE'S A GREAT BUY—Four fine lots, concrete foundation on one ready for building house; big bargain, owner needs cash. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

TEN PERCENT down on \$3000 bargain, one of finest locations at beach. Must be seen to be appreciated. Specially listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

TWO LOTS, on the crest, 80x100, priced way down, good terms, surrounding values steadily increasing. Specially listed with KIRK SMITH, Licensed REALTY Broker, office of "The Beach News."

M. A. Le Clair

The Guarantee Roofer

Sole Manufacturer of

"EVERLASTIC ROOF PRESERVER"

I repair and recoat your shingle, tin, composition or tar ROOFS, and Guarantee to take care of them for five years. In San Diego since 1907. Insured against accident. No jobs too large. Most complete ROOFING outfit in the city. LeClair, "the Guarantee Roofer."

Phone 659-54. after 5 p. m.

933-935 Sixteenth St., San Diego.

Kierstead's Service Station

P. A. KIERSTEAD, Prop.

Voltaire and Cable Streets
Ocean Beach

BATTERIES RE-CHARGED

All Varieties of

OILS AND GREASE

Special "Boycote-Its" Service

RUBBER GOODS SEASON

NOW ON!

Have your physician phone in your prescription; we will fill it for you and deliver it.

Prescriptions compounded by a registered pharmacist.

OCEAN BEACH PHARMACY

F. H. KRAFT, Prop.

Corner Bacon and Newport Ave.

We are as close to you as your phone—Call Point Loma 70-J

Attractive HOME Building

Plans furnished and made to correspond with your own individual ideas—incorporating all those little things that make the place called HOME.

Co-operation and willingness to serve the owner, is my motto. Satisfied Home-Owners are the best reference a Builder can offer. If you want your HOME built right and according to your own ideas, phone

JOSEPH C. KELLEY, Contractor and Builder

Phone 661-44

2341 Brant St., San Diego, Calif.

Phone, Point Loma 112-J.

BUNGALOW GROCERY

E. H. WICKERN, Prop'r.

Cor. DeFoe and Niagara Ave.

COLD WEATHER CALLS FOR HOT DISHES

Chili Con Carne, Chili Sauce, Pork and Beans, Tamales

Rider and Morgan's Kraut.

SPECIAL—Large jar of BLACK-BERRY PRESERVES, 25 cents.



OCEAN BEACH

PLUMBING COMPANY

Chas. H. Peltcher, Prop.

5068 NIAGARA AVENUE

Phone: Point Loma 152

Repair Work, Contracting,
Estimates

Plumbers' Supplies and Heaters,

Authorized FORD and CHEVROLET Service



Ocean Beach Garage

HENRY EULBERG, Proprietor

4868 Newport Avenue

Two Blocks East of Dance Pavilion

PHONE POINT LOMA 77-W

Official Number 1308

HEADLIGHT TESTING STATION

Have Your Auto Lights Properly Adjusted by Experts in Conformity With State Law.

Complete Line of
REPLACEMENT PARTS, TIRES AUTO ACCESSORIES

AUTOMOBILE REPAIRING

BEST EQUIPPED FOR SERVICE

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street. FREIGHT

JOBGING

Ocean Beach

BAGGAGE

MOVING

Residence Phone

Point Loma 128-J

STORAGE

Office Phone

Point Loma 136

FEED, FUEL and HARDWARE

Classified ads. get quick results

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



CIVIC CLUB TO

BE ORGANIZED NEXT

MONDAY NIGHT

A call has been issued for a special meeting of the women residents of Ocean Beach, in the Trinity Chapel, 1955 Abbott St., next Monday night, at 7:30 p. m. when steps will be taken towards the formation of a **LADIES' CIVIC CLUB**. All ladies are invited.

HAPPY HALLOWE'EN

AT THE HASTINGS HOME

ON POINT LOMA

Miss Olive Hastings entertained a number of friends with a Halloween party given at her home on Point Loma on November 1. The majority of the guests wore costumes. Dancing and Halloween games, including fortune telling, were enjoyed by all. The hostess was assisted by her mother, Mrs. Hastings, and Mrs. Winters. The guests were, Misses May Davidson, Phoebe Cook, Dorothy Moals, Gladys White, Dorothy Seaver, Louis Cook, Ruth Varney, Mary Ruski, Helen Schwartz, Betty Shopshire and the hostess, Alice Hastings; Messrs. Kenneth Deserick, Frank Schock, Ralph Schwartz, Robert Barsley, Russell Strudwick, Elmer Evert, R. Slater, Mike Ruski, Philip Brash, Austin Echenrod and Harry Stead.

Birthday Cards, FROIDE'S, opp. P. O.

RETURNED FROM ILLINOIS

W. R. Richards arrived last Friday from Streator, Ill., accompanied by his daughter Mrs. Gertrude Richards Barickman. They are residing at their home, 4873 Niagara avenue.

ENJOYING VACATION

Mrs. W. O. Newman, the popular and efficient cashier at Faber's O. G. Grocery, is enjoying a two weeks' vacation.

FROM STORKLAND

A son was born to Mr. and Mrs. Amos B. Root, of 2324 Locust street, Point Loma, October 27, at the Mercy Hospital.

To Mr. and Mrs. Bascom S. Jones, of Point Loma, a son was born at the Mercy Hospital October 28.

HERE FROM SACRAMENTO

Mr. Leslie E. Lyman and family of Sacramento, Cal., are visiting Mrs. H. A. Lyman on Cape May avenue. Mrs. Lyman is slowly convalescing from a severe cold.

Government Does Not Own Reserve Banks

In the discussion of the Federal Reserve banks and their operations, undue emphasis has frequently been placed on their relation to the government, and they are frequently called "government banks." As a matter of fact, they are not "government banks" in a true sense, but are corporations organized under an act of Congress, and owned entirely by their member banks. The government does not hold a single share of their stock. The control of the banks' operations is also largely in the hands of the member banks, who elect two-thirds of the Federal Reserve bank directors, the remaining one-third being appointed by the government to represent the interest of the government and the public.

The Federal Reserve banks, it is true, are agents of the government in addition to their other activities, and in this capacity they must follow the instructions of the government in handling transactions which they perform simply as agents. We believe that it is important that the fact that a clear understanding of this point should be generally had, as many of the criticisms made against the Federal Reserve banks have been based on a misapprehension as to their relationship to the government.—*American Bankers Association Journal*.

Bo. Ah just heard dat dey done found Napoleon's bones.

Rah: Faw de lan's sake! Ah did not know he was a gambling man!

P. T. A. ANNOUNCES

CHILDREN'S WELFARE MEET

NEXT WEDNESDAY

A special gathering of children from six months to six years of age will be held from 9 to 11 o'clock next Wednesday morning, Nov. 12, at the Congregational Church building on De Foe street, opposite the public school. The affair will be under the auspices of the local P. T. A., and all mothers are especially invited. An extra good time is promised by the committee in charge. Be there, all ye mothers, and take along the little tots!

THE BEAUTY SHOP

Phone Point Loma 63-W

SPLENDID SHOWING BY

THE TALENT WORKERS

At a meeting of the Ocean Beach Talent Workers held at the home of Mrs. B. J. Hordenberg on Wednesday, October 29, it was announced by Mrs. B. C. Bongs, secretary, that through the efforts of the division and their friends they have been able to donate the following articles to the Children's Helping Hand Home: Twenty-four towels, 30 bath towels, 40 sheets, 44 pillow cases and 20 comforts, besides 15 bedspreads are now being made. This is a splendid showing when it is considered that the Talent Workers are only nine in number. They are to meet next Wednesday (November 12) at the home of Mrs. Harrison on Del Mar avenue.

NEW STUDENTS ENROLLED

Nathan Prima of Stafford, Ariz., and Will H. Kimball, Jr., of Whittier, enrolled as new students at the Army and Navy academy, Pacific Beach, this week.

STRENGTH IN RESERVE

Nation's Financial Resources Mobilized for General Good When Need Comes.

There are more than thirty thousand banks in the United States, largely owned by residents of the cities, towns and villages in which they operate. They receive deposits of coin, currency or credits for the current use of business and for safe-keeping, and they loan out these funds at interest to proper and profitable business enterprises, agricultural, industrial or commercial, always bearing in mind the necessity of having on hand, or quickly available, sufficient funds to meet the demands of such customers as desire to make withdrawals.

To meet the demands of such customers and others upon the funds in their care bankers must maintain reserves—in their vaults, on deposit with other banks, invested in securities which command a ready market, or it may be in the form of call loans, payment of which they can demand at will.

Before the establishment of the Federal Reserve System—in 1907, in 1896, in 1873 and many times before—the banks of the nation were unable to assist each other when panic threatened. There was no provision for effective leadership, and co-operative action was out of the question. Bank reserves, carried with other banks which were no less embarrassed, were least available when they were needed most.

Every country bank had reserves in one or more of the larger cities in its section as well as in the great centers of population, and since the correspondent banks paid interest on such deposits they were compelled to loan them out, usually at call. Whenever panic or the growing fear of it led any bank to draw upon its reserves—and panic usually led every bank to do so—the correspondent, in order to meet such demands, was compelled to withdraw the money from active service and the thousands of such withdrawals, aggregating many millions of dollars, only made the general situation worse by restricting essential business operations and in many cases compelling the sale of securities, perhaps at grievous loss.

The direct result in more than one instance was a complete breakdown of the country's banking machinery and a prolonged period of resultant depression in industry and commerce. The great achievement of the Federal Reserve System has been the massing of the nation's monetary armies. By this means it has rendered financial panic impossible in America and has eliminated the worst features of business depression.

BEING THE BEST

(Selected)

If you can't be the pine on the top of the hill,
Be a scrub in the valley—but be
The best little scrub by the side of
the hill;
Be a bush if you can't be a tree.
If you can't be a bush, be a bit of
grass,
And some highway happier make.
If you can't be a "muskie," then just
be a bass,
But the liveliest bass in the lake.

We can't all be captains; some have
to be crew,
There's something for all of us
here;
There's work to be done, and we've
all got to do
Our part in a way that's sincere.
If you can't be a highway, then just
be a trail;
If you can't be the sun, be a star.
It isn't by size that you win or you
fail;
Be the best of whatever you are.

JUNIOR CADETS

ENJOY FROLIC AND GAMES

ON HALLOWE'EN

The cadets of the junior school of the Army & Navy Academy enjoyed a Halloween frolic last Friday evening. The young guests were escorted down a long darkened hall, which was decorated in Halloween fashion, into the cadet room. Games were played during the evening. Among guests at the party were Mr. and Mrs. John L. Davis, Sr., Colonel and Mrs. Thomas A. Davis, Miss Ada Cookson, and Mrs. L. B. Gibson.

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

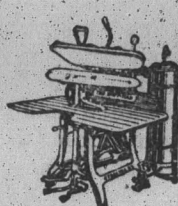
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Dr. F. J. Ratty

PHYSICIAN and SURGEON

Res., 4820 Cape May Avenue

Office, 5024 Newport Ave.



O. B. Gleaners

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1928 Bacon St.

Phone

Point Loma 30-J

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THE NEW 1925 LINE OF JUVENILE AUTOS ARE HERE

And also the Lloyd Doll Buggies, Columbia Tricycles and Scooters will be found in our basement salesroom. Visitors are always welcome.

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Sixth at B., Opposite New Commonwealth Bldg.

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TOYLAND

No matter who or what you are or may become, you owe it to yourself and to your family to secure

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Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating

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Located on Ocean

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OCEAN THEATRE

SATURDAY
MARY PHILBIN
 "The Merry-Go-Round Girl"
 —in—
"FOOL'S HIGHWAY"
 Admission 15c and 20c

SUNDAY
ROY STEWART
 —in—
"PURE GRIT"
 Also
"THE TELEPHONE GIRL"
 News and Comedy
 At Regular Prices

WED. and THURS.
ERNEST TORRENCE and
ANNA NILSSON
 —in—
"THE SIDESHOW OF LIFE"
 DON'T MISS IT
 Admission Children 15c, Adults 30
 Come Early—Show Starts at 7:15
 Always a Good Comedy

SUDS AND DUDS
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LAUNDRY

Our wet wash plan
 will bring real rest—
 And peace and joy
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For Rent

Classified Ads Get Quick Results.
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**Don't Watch Mission and
 Ocean Beaches Grow—
 Grow With Them!**

Read the "LOMA LORE" series
 in The Beach News every week for
 interesting historical facts, told
 most entertainingly by Winifred
 Davidson.

SUNSET GARAGE

TURNER B. KLINE
 1916 Bacon Street
 Ocean Beach, Calif.
 Phone: Point Loma 20-J

In order to insure prompt and
 proper publication of news notices
 of all societies, lodges, associations
 and other like gatherings, the chair-
 man, secretary or head of such bodies
 are respectfully requested to send
 their news items direct to THE
 BEACH NEWS office on or before
 Thursday noon of each week.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
 Sections of San Diego and the
 Entire Point Loma Peninsula.

PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue
 Ocean Beach, California
 Phone Point Loma 17

KIRK SMITH Editor-Owner
KATHERINE SMITH Sec'y.-Treas.

200-7

Legalized as an Official San Diego
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Subscription Price, \$1.00 a Year
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Single Copies... 5 Cents

Advertising Rates Upon Application
 Classified, Transient, Political
 and Discount Ads
 PAYABLE IN ADVANCE

LOCAL READERS—Fifteen cents a
 line, averaging five words to line.

CLASSIFIED ADS—Ten cents per
 line, averaging five words to line.

"Entered as second-class matter Decem-
 ber 1, 1922, at the Postoffice at Ocean Beach,
 California, under the Act of March 3, 1879."

FRIDAY, November 7, 1924

A LEGAL NEWSPAPER

News contributors and advertising
 patrons will please take notice that
 the forms of The Beach News close
 at noon every Thursday and will
 greatly oblige by submitting their
 favors accordingly. Write on one
 side of the paper only.



EDITORIAL

THE INDUSTRIAL DOLLAR

When one invests in a local pub-
 lic utility, he puts his money where
 he can see it work, he helps pay the
 profits to himself, he builds up his
 own section of the country where
 others do not care whether it is ever
 built up.

It may look safe and easy to buy
 cheap tax-free public bonds and
 dodge taxes and responsibility, but
 only the industrial dollar takes off
 its coat and actually works for any
 man's community.

The tax-free public bond is a
 white-collar exquisite; the industrial
 bond is Johnny-on-the-Spot when the
 community needs a boost.

OCEAN BEACH NEEDS

More Paving.
 More Street Lights.
 More Civic Improvements.

WILD-EYED DRIVING

"Motorists Kill Three and Injure
 Two," says a newspaper headline.
 There's nothing particularly unusual
 about that. It happens every day
 in some city or some rural commu-
 nity.

Lives are continually being slaugh-
 tered at the altar of the god of
 speed. People are becoming so ac-
 customed to the daily occurrence that
 they no longer feel the sense of hor-
 ror that once accompanied such tra-
 gedies.

Though public sentiment seems to
 be asleep, it will flare up some day,
 when reckless drivers go the limit,
 and decent drivers will have to suf-
 fer in the reaction when the pen-
 dulum swings back.

It would be the part of wisdom to
 curb wild-eyed driving before many
 have to suffer for the sins of the
 few.

Picture Frames. FROIDE'S, opp.
 P. O.

ABOUT PRINTING PRICES

All job printing by "The Beach
 News" carries the Union Label and
 all estimates are made in accordance
 with the Franklin Price List, our
 prices for standard printing being
 precisely the same as any Union of-
 fice in the city. Quality and service
 unexcelled. Give us a trial. Phone
 Point Loma 17.

WE CIRCULATE



FABER'S Ocean Beach Grocery

5008 Newport avenue Phone Pt. Loma 48

Faber's Little Cash Grocery

5021 Newport Ave. Pt. Loma 129

Faber's Cash & Carry No. 3

2119 Bacon St. Phone Pt. Loma 248

FABER'S Cash & Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE

WE CARRY THE BEST AND SELL THE CHEAPEST
 TRADE AT HOME AND SAVE MONEY

CONSIDER
Electric Publicity

It makes no difference what line of business you are engaged
 in—you will profit by the liberal use of Electric Publicity.

Electric signs are business-getters for every merchant and
 manufacturer. You can use them for every purpose, from a
 small sign designating your name and location, to a huge action
 sign showing the application of your product to its every-day
 use.

To theaters and moving-picture houses Electric Publicity is
 indispensable. Churches are using it in increasing measure to
 carry their message to the people.

Let our lighting expert show you how to avail
 yourself of the benefits of this necessary aid
 to advertising and merchandising.

Commercial Department

San Diego Consolidated Gas and Electric Co.

857 Sixth

Bylesby Engineering and
Management Corporation

MAIN 64

O.B. PUBLIC SCHOOL NEWS

SCHOOL SCHEDULE

FOR EDUCATION WEEK

NOVEMBER 17 TO 23

In order that parents may arrange
 their program for visiting classes,
 the Ocean Beach faculty have ar-
 ranged the following schedule:

Monday—Arithmetic, from 9 to
 10 a. m. in grades 3A, 4B, 6B, 7B.
 From 10 to 11 a. m. in grades 2B,
 2A, 3B, 3A, 4A, 5B, 5A, 8A. 9 to
 11 a. m. Smith-Hughes class in cook-
 ing; 1 to 5 p. m. Smith-Hughes class
 in sewing and millinery.

Monday afternoon—Physical edu-
 cation in all grades except 3rd, 7th
 and 8th.

Tuesday—History from 10 to 11
 a. m. in grades 2A, 2B, 6B, 8A. From
 11 a. m. to 12 o'clock in grades 4A,
 5B, 4B, 3A, 6A. From 10 to 2 p.
 m. in grades 8A, 8B. Manual train-
 ing and domestic science; 11:30 a. m.
 7th grade girls serve lunch to moth-
 ers. Geography from 9 to 9:30 a. m.
 in grades 4B, 3A, 3B, 3A. From 10
 to 11 a. m. in 6A. History—From 1
 to 2 p. m. in grades 5A, 5B, 3B, 3A,
 7A, 7B. Geography—From 1 to 2
 p. m. in grades 5A, 5B. Domestic
 Science and Manual Training from 1
 to 3 p. m. for 6A and 6B.

Wednesday—English from 9 to 10
 a. m. in grades 2nd, 3rd, 4th and
 5th. Domestic Science and Manual
 Training from 9 a. m. to 12, grades
 8A and 8B; 11:30 a. m. girls serve
 lunches for parents. Reading from
 1 to 2 p. m. in grades 6A, 6B; from
 2 to 2:30 p. m., 1A, 2A, 2B, 3A, 3B.

Thursday—Music and Art. 9 to
 9:30 a. m., 7th and 8th grades, as-
 sembly 6A; music 9:30 to 10 a. m.,
 5A, 5B; 10:30 to 11 a. m., Kinder-
 garden Orchestra; 11 to 11:30 a. m.,
 Art in 1B and 1A; 1 to 1:30 p. m.,
 4A, 5B, 1A, 2A, 2B, 3A, 4B; from
 11:30 to 12 o'clock, 8th grade paper;
 10 to 12 Smith-Hughes cooking. Art,
 2:20 to 3 p. m., 3rd, 5th, 3rd grades.
 Civil League, 2:30 to 3 p. m., 6th
 grade.

Friday—9 to 10 a. m., Boy Scouts;
 10 to 11 a. m., orchestra; Civic
 League, 11 a. m., grades 3A, 4B; 2
 to 2:30 p. m., grades 5A, 5B; 2 to
 3 p. m., 8th grade art.

STRAW VOTE IN EIGHTH GRADE

By Claes Wyckoff.

On Tuesday, November 4, 1924,
 in the Eighth grade room, only those
 who brought sample ballots could

vote. There was a rubber stamp
 and pad at a booth. Twenty-three
 of 40 pupils voted. The poll opened
 at 12:30 and closed at 12:55. When
 the voting was over and the callers
 in turn announced the party on the
 ballot. The straw vote resulted as
 follows: Republican (Coolidge),
 14 votes; Socialist (La Follette), 9
 votes; Democratic (Davis), 0.

SCHOOL ITEMS

Contributed by Thelma Martin,

8A Grade

The school had a Hallowe'en party
 on Hallowe'en and the children had a
 very gay time. There were costumes
 of different kinds and everything
 was gay and festive. We played
 games of different description. After
 the games were finished, we danced
 and then with our parents we went
 home.

Mr. Jones, from the Brunswick
 Company, visited our school with
 Miss Sullivan and another lady and
 he explained and showed how phono-
 graph records were made, to the
 Seventh and Eighth grades. He also
 imitated an Englishman at a ball
 game. The room was sent into gales
 of laughter and we appreciated his
 visit very much.

We wish every one to come to our
 schools, between the week of Nov.
 17 to 23, for it is Education Week.
 On the cooking days of the Sixth,
 Seventh and Eighth grades, the girls
 are going to serve luncheon, and
 they are now making place cards.
 Everyone come.

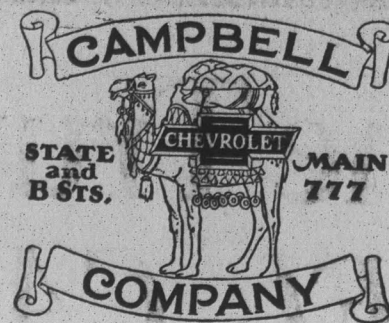
PIONEER RESIDENT

PASSES TO GREAT BEYOND

AFTER USEFUL LIFE

Mrs. Martha P. Hilliard, for thirty-
 one years a resident of San Diego,
 passed away Tuesday, at her home on
 Point Loma after a brief illness. She
 was the wife of J. L. Hilliard and
 sister of Mrs. D. H. Webber of San
 Diego, and Mrs. W. N. Oles of Cot-
 tonwood Falls, Kan. Mrs. Hilliard
 had been an active member of the
 San Diego club for many years, and
 was prominent in the Floral associa-
 tion, her exhibits of flowers at the
 annual shows always attracting at-
 tention. Funeral services will be held
 today (Friday) and interment will
 take place in Mount Hope cemetery.

Classified Ads Get Quick Results.

The
Chevrolet
CornerWhere
Service
Counts

CLASSIFIED ADS

ONLY A DIME A LINE
 25¢ TERMS CASH
 Rates, 10 cents per line, averaging 5
 words to a line. No advertisement for
 less than 30 cents, all payable in Advance

WANTED—Sewing in your home
 by day. Mrs. O'Neal, box 824.

FOR RENT—Modern 5-room fur-
 nished cottage; 2 bed rooms, break-
 fast room, laundry trays, garage;
 room for garden and chickens.
 Adults. 2271 Froude St. Phone
 617-97.

MICKIE SAYS—

LIKE THE SIGHT OF A
 FAMILIAR FACE IN A FOREIGN
 LAND IS A COPY OF THE
 HOME PAPER WHEN YOU ARE
 AWAY FROM HOME! IF YOU
 ARE PLANNING A TRIP, HAVE
 US SEND YOU THE PAPER
 WHILE YOU ARE AWAY

CHARLES
SUNSHINE

FIRE! FIRE!! FIRE!!!

In the event of fire or any
 emergency requiring the ser-
 vices of the Ocean Beach Fire
 Department

Phone 622-44

POLICE! POLICE!!

The Police Station is lo-
 cated on Abbott street,
 foot of Santa Monica avenue,
 and the phone number is
 Point Loma 4.

POSTOFFICE SCHEDULE

H. K. Rankin, Postmaster

Mail arrives 10 a. m., de-
 parts 11 a. m.; arrives at 4 p.
 m., departs at 4:30 p. m. Mail
 closes fifteen minutes before
 departure. General delivery
 open 8 a. m. to 6 p. m., except
 on Sundays and legal holidays.

if it's in the line of
PRINTING

From a Visiting Card
 to a Poster.
 We Can Satisfy You With
 Quality, Quantity and Service
JOB PRINTING DEPT.
The Beach News
 Phone Point Loma 17
 4829 Saratoga Avenue,
 Ocean Beach, California

MEN IN TRAINING

AT NAVAL STATION

At Point Loma naval training sta-
 tion 1692 men are undergoing train-
 ing, according to Capt. David Sellers,
 commandant. Of this number 493
 bluejackets are attending various
 trade schools.

**SPEND YOUR DIMES AND
 DOLLARS AT HOME**

Religious News

CHRISTIAN SCIENCE SOCIETY
 1965 Abbott Street, Ocean Beach

Services are held as follows:
 Sunday morning at 11 o'clock.
 Sunday School, 9:45 a. m.
 Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave.
 E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
 at 11 a. m. and 7:30 p. m. Bible
 school at 9:45 a. m. Young People
 Union at 6:30 p. m.

Sunday, May 9, the morning ser-
 vice topic, "Three Reasons Why I Am
 a Christian." Special musical num-
 bers will be provided for the ser-
 mon.

Young folks meeting at 6:30 p. m.
 No other evening gathering.

CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.
 Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
 Evening service, 7:30; Sunday
 school, 9:30 a. m.

Week Days—Service at 8:00 a. m.
 At Roseville, Sundays—Service at
 10:30 a. m.; Sunday school 11:30
 a. m.

UNION CONGREGATIONAL
CHURCH

(Corner DeFoe Street and Santa
 Monica Avenue)

Sunday School at 9:45 a. m.
 Morning worship at 11 o'clock.
 Evening service at 7:30 o'clock.

TRINITY MISSION EPISCOPAL

Sutcliffe Bldg., 1955 Abbott Street
 Rev. George Wallace, D.D., Pastor.

Sunday school at 9:45 a. m.
 Morning service at 11.

CHURCH OF CHRIST

There will be a meeting of the
 Church of Christ at the home of Mr.
 and Mrs. J. S. Padgett, 4649 Voltair
 street, next Sunday afternoon at 8
 o'clock. All are welcome and visitors
 are especially invited to attend the
 service.

DON'T MISS THIS—Comfort-
 able furnished beach home, 4 rooms,
 bath, gas, electricity; garage; extra
 rented cottage, on lot 50x140; most
 desirably located; bargains of a life-
 time; only \$5,500. Special terms.
 Exclusively listed with KIRK SMITH,
 licensed realty broker, office of "The
 Beach News."

MISSION HILLS—Fine parcel of
 eight lots, "world view," adjoining
 paved street; free as the glorious
 air; big snap for \$3,500, terms. Ex-
 clusively listed with KIRK SMITH,
 licensed realty broker, office of "The
 Beach News."

CLASSIFIED ADS
GET QUICK RESULTS

LEGAL ADVERTISEMENT

Assessment Notice

AGNEW SANITARIUM
 Principal place of business, San
 Diego, California.

NOTICE is hereby given that at
 a meeting of the Directors held on
 October 6, 1924, an assessment of
 Five Dollars (\$5.00) per share was
 levied on the capital stock of the
AGNEW SANITARIUM COMPANY,
 a corporation, payable to R. L.
 Johnson, assistant secretary, at 420
 Union Building, San Diego, Califor-
 nia, on October 7, 1924. Any stock
 upon which this assessment shall re-
 main unpaid on November 10, 1924,
 at 7 o'clock P. M. will be delinquent
 and unless payment is made before,
 at 7 o'clock P. M. to pay the delin-
 quent assessment, together with ad-
 vertising costs and expenses of sale,
 IDA L. LEE,
 Secretary.

San Diego, California.
 5t—Oct. 10, 17, 24, 31, Nov. 7.

Don't Miss "LOMA LORE" series

Political Adv.

The Truth About EL CAPITAN

The following are the objections of Mayor John L. Bacon, the Water Committee of the Chamber of Commerce, the Special Water Committee of the Citizens' Committee of Fifty, and a majority of the directors of the Chamber of Commerce to the plan of City Manager Rhodes and the City Council to build a \$4,500,000 dam at El Capitan:

- 1—It has been condemned by three noted engineers—Freeman, O'Shaughnessy and Savage;
- 2—The work contemplated by this plan will, according to Freeman and Savage, cost at least \$600,000 more than the \$4,500,000 asked;
- 3—It will cost \$2,500,000 more to build, twice as much yearly for sinking fund, interest and maintenance, and will yield one-sixth less water at two and a half times the cost per gallon as will the dam proposed by Freeman and Savage for Mission Gorge;
- 4—It is a hastily conceived, poorly considered scheme, rushed through against the recommendation of the ablest engineers obtainable;
- 5—It will commit the city to the spending of more than \$12,000,000;
- 6—It will exhaust the city's bonding margin for years to come and will prevent it from making needed improvements to its harbor or voting bonds for emergency.
- 7—The argument that this bond issue will be the last chance to retain rights granted the city at El Capitan by Congress is a deliberately false statement;
- 8—It places in the hands of the Council full power, unrestricted by independent commissioners or engineers, to spend \$2,500,000 more than expert engineers declare is necessary;
- 9—It will place an unwarranted burden on the taxpayers;
- 10—It promises to involve the city in years of expensive lawsuits;
- 11—It is unsound from engineering, financial and legal standpoints;
- 12—If this issue is defeated, as it should be, there will be placed before the voters a feasible, logical, economical, comprehensive plan of water development for San Diego endorsed by both engineers Freeman and Savage.

Engineer John R. Freeman, in conference with the City Council on May 23, 1924, said:

"Even if the city had plenty of money, to build at El Capitan would be wasting \$2,500,000. If the cost of dams at El Capitan and at Mission Gorge were equal, I would stick to the Gorge."

The Experts Know! --- The Council Guesses!
Vote NO on El Capitan
Tuesday, November 18

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from last week)

CHAPTER XXII

LOUIS J. ROSE

In the party with the Judge James W. Robinson, former governor of Texas, arriving in San Diego in 1850 was an enterprising young man who left his name and mark of his endeavors in many places throughout San Diego County, and particularly here on Point Loma. This was Louis J. Rose, called by the American settler Lewis and by the Spanish Don Luis.

Three years after his arrival he reopened the Commercial House and the old Herald on December 24, 1853 notices the events in this manner:

"This excellent establishment temporarily closed for repairs, is to be opened 1st of January by Mr. Rose, its enterprising proprietor whose hospitable doors are never shut to any body. It is not necessary for us to say a good word for one so well known and deserving as Mr. Rose, who is emphatically the man of business of this place and whose improvements both in town and county do honor and credit to his enterprise and industry."

"Enterprise and industry" seems to have marked Mr. Rose's entire career; and to these qualities should have been added also a dominating trait: vision. He "emphatically the man of business" of that somnolent San Diego of 1850, was the only man hereabouts who saw the possibility of tanning leather on the ground where the great herds of cattle still roamed—instead of sending the hides all the way around to Boston and waiting for shipments of Saddles, harnesses, and boots to be returned to the far-distant Pacific Coast. Says the Herald of January 28th 1854:

"We inspected a specimen of home manufacture a day or two since, from the tanning and leather manufactory of Lewis Rose, Esq., which is situated (as everybody knows or ought to know and pay a visit to) about five

miles from town on the road to Los Angeles. This leather is tanned and finished in the most thorough and complete manner and equals the best article in the markets of Philadelphia and Boston. The establishment is now being increased in its capacity for production by the enterprising proprietor and when fully expanded will give work to a large number of men who with their families cannot fail to create a large settlement at the place now known as Rose's Ranch, but destined to bear the title of Roseville whenever it shall reach the dignity of townhood."

The spirit of rivalry between the coast cities is nothing new. Back in April 1854 Editor Ames was crowing: "San Francisco, we are ahead of you and can supply you with harness and sole leather, equal if not superior in quality to any imported from the eastern states. Our friend and fellow citizen, Lewis Rose has at a great expense erected a large tannery and he invites the public to inspect and encourage the same. His advertisement in another column promises no more than what he can accomplish and we ask for him that share of patronage due to his worthy enterprise."

Smythe says of this tannery: "There were 20 bark vats, 2 cisterns with a capacity of 500 gallon each, 6 lime and water vats, a bark mill, an adobe house for currying leather, and several force pumps. The vats had a capacity of from 80 to 100 hides. The head tanner was Mr. Rose's nephew, N. J. Alexander. Bark was hauled a distance of ten miles and cost \$12 to \$15 per ton. Hides, of course were plentiful, and were obtained in exchange for leather products. He employed a Mexican workman who made up the leather into shoes, boots and saddles. He used in one year 3500 hides and 1500 skins of deer, goat, sheep and sealion, and sold \$8000 worth of products."

That was seventy-five years ago! When San Diego and every other village in Southern California was still sleeping in sunny indolence!

Those taking the inland route to Los Angeles know the environs of Rose's Ranch as Rose Canyon, while the name Roseville has become attached to that district which centers on Point Loma about Canyon Street and Rosecrans Boulevard and which extends to the first row of hills on the west and vaguely to that part of the bay front which embraces the two fish canneries and the San Diego Yacht Club headquarters.

Neither the inland Roseville of Mr. Rose's dreams nor the bay front Roseville ever attained the "dignity of townhood," but the vision of the man who could run a hotel and a tannery at the same time, and keep an eye out for every other prospectively worthwhile enterprise, is at the present time being fulfilled here.

Our Roseville on Point Loma is not on the official map as a town, but in the memories of old settlers and of those who dwell affectionately on the history of the place, the name remains a monument to the man who strove first and most valiently to make it a busy center of activity.

The building now occupied by the Point Loma laundry was erected as a hotel about 1866, Mr. Rose having established a lumber yard close by, nearer the bay. He hoped to see the hotel surrounded, as the laundry is at present, by the home of Roseville land owners and by stores. He laid out the site of the town, having purchased a large acreage from the city of San Diego and from Judge Robinson and Judge Hollister. He refused an offer of \$100,000 for the land. In 1870 he built a wharf where the Pacific Mail Steamship touched. It was used up until quite recent times the remains of it being seen to this day just south of the private pier of Mr. Frank Jennings.

(Continued next week)

ASK DAD, HE KNOWS!

"Does the baby take after his father, Mrs. Jones?"
"Yes, indeed. We took his bottle away from him, and the little darling tried to creep down the cellar steps."

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

MISSION BEACH Bath-House

Now Under Construction

Costing \$450,000

Is the First Unit in the Improvement of the
MISSION BEACH AMUSEMENT CENTRE

**LOTS as low as \$900 on the Easiest Terms
ever made on Residential Beach Property**

The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.

For further information call at **GENERAL SALES OFFICE**
101 Broadway or Tract Office, Mission Beach
Sales Agents: **GEORGE L. BARNEY -- T. A. RIFE**

KEEPING WELL

BETTER ROADS—
BETTER HEALTH
DR. FREDERICK R. GREEN
Editor of "HEALTH"

EVERYONE admits the value of good roads, but what possible connection is there between good roads and health?

Good roads have always been regarded as one of the necessities of a civilized state. The old Romans were famous road builders and some of their highways are still in existence.

Macaulay, in his "History of England," says: "Of all inventions of the human mind, the alphabet and the printing press alone excepted, those inventions which have bridged distance have done most for the civilization of man." Steamboats and railroads made possible the exploration of the civilized world in the Nineteenth century. The automobile, airplane, and the radio are going to complete its civilization by bringing all nations and races together.

But what have good roads to do with health?

The state board of health of Kansas says that good roads prevent disease.

How?

In many ways.

The removal of weeds and trash and the drainage which follows road building destroy breeding places for mosquitoes, flies and other insects which are known as disease carriers, not to mention chinchbugs, grasshoppers, and other pests which hurt the crops.

Hard roads and oiled roads also promote drainage and prevent insect breeding. Dry roads offer pedestrians and especially children who are compelled to walk to and from school, a dry path.

Good roads promote travel and make it easier for the farmer to move his produce, to get his supplies and to take his family to town. Good roads and automobiles have improved health by making it possible for the doctor to see more patients and to see them more promptly, to send his patients, when necessary, to a hospital and to give them better care.

Good roads have made it possible for townships to unite in building central high schools and so provide as good education for country children as for city children.

Good roads have done away with the isolation of the farmer and his family.

Anything which contributes to the physical or mental wellbeing of the individual helps prevent disease and prolongs life.

Good roads have reduced the amount of dust and so have decreased the irritation to the nose, the throat, the eyes, and the ears. Dust catches disease germs and the less dust we inhale, the better off we are.

Good roads, either in the city or in the country, mean healthier, happier, and longer lives for all of us.

(© 1924, Western Newspaper Union.)



A stout woman asked a little boy: "Can you tell me if I can get through this gate to the park?"
He said: "I guess so, a load of hay just went through."

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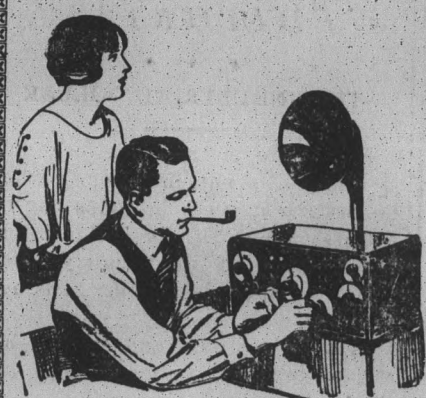
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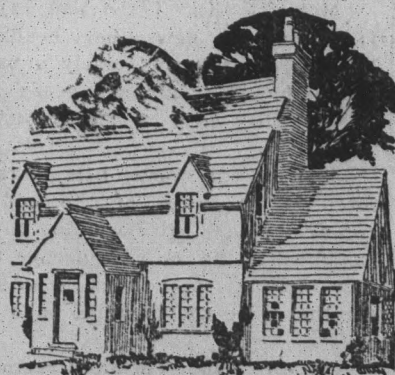
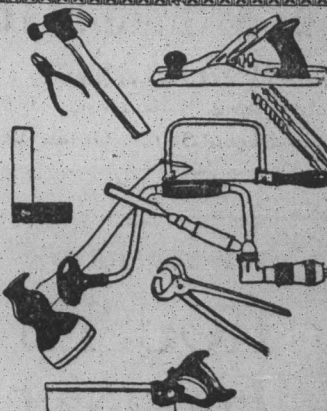
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